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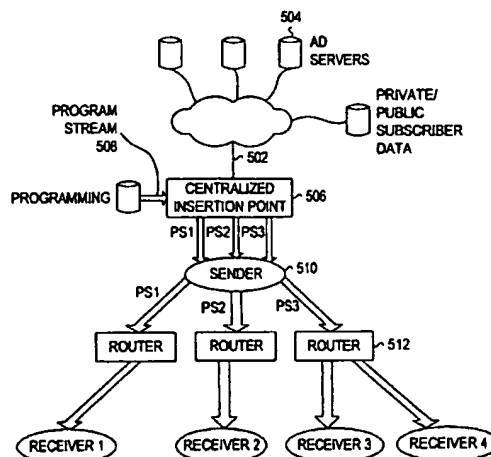
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(54) Title: ADVERTISEMENT SUBGROUPS FOR DIGITAL STREAMS



(57) Abstract: A targeted advertising system based on subgroups. Different subgroups are formed based on one or more subscriber characteristics, and different targeted advertisements transmitted to the different subgroups. In the Internet-environment, the subgroups are formed by utilizing multicast addresses. In cable-based and satellite-based systems, the subgroups are formed by node configurations. The targeted advertisements (504) may be transmitted simultaneously with programming (508) and inserted locally, or may be inserted at a centralized distribution point (506) such as a router or cable television local head-end. An apparatus is presented which receives n program streams and m advertisements, and creates p presentation streams containing targeted advertisements, where p is greater than n .



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INTERNATIONAL SEARCH REPORT

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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X — Y	US 5,815,671 A (MORRISON) 29 September 1998 abstract, columns 2-3 & figures 2-4	1-33 ----- 34-37
X — Y	US 5,446,919 A (WILKINS) 29 August 1995 whole document	1-33 ----- 34-37
X	US 5,155,591 A (WACHOB) 13 October 1992 whole document	34
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